

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A computer-implemented method for the optimization of a process, comprising:

providing a system comprising:

an action selection computer, comprising:

a storage medium for storing an action database containing a set of offers and an action selection module; and

a first processor; and

a customer profiling computer comprising:

a storage medium containing a customer profile database and a customer profiling module comprising at least one customer profiling algorithm; and

a second processor for executing the at least one customer profiling algorithm;

receiving, by the customer profiling module on the customer profiling computer, information about a customer and a customer need, wherein the information is received via one or more of monitoring clickstream data, receiving information directly entered by the customer, and acquiring information by an agent;

matching, by the customer profiling module on the customer profiling computer, the information about the customer to a profile stored in the customer profile database based on the customer information;

selecting, by the action selection module on the action selection computer, an offer from a set of offers associated with the profile, wherein each offer in the set offers is unique, wherein the set of offers comprises a plurality of alternative offers associated with the customer need and a business context;

presenting, by the action selection module on the action selection computer, the offer to the customer associated with the profile;

receiving, by the action selection module on the action selection computer, a response to the offer from the customer,

storing the response in the action database in the action selection computer;

repeating the selecting, presenting, receiving and storing steps for the customer and each of a plurality of customers, wherein an order of selection and presentation of offers differs between the plurality of customers;

determining a distribution of customer responses to the set of offers;

analyzing, by the action selection module, the distribution of responses to all offers of the set of offers presented to the customers associated with the profile, wherein the analysis identifies an order of selection and presentation of offers of the set of offers that best fits the customer need and the business context for a given profile; and

updating, by the action selection module, a selection and presentation order of offers of the set of offers in the action database based on the analysis of the distribution of responses, wherein future offers presented to customers associated with the profile are selected by the action selection module from the updated action database based on the analysis.

2. (Previously Presented) The method of claim 1, wherein matching the information about the customer to a profile further comprises collecting historical information.

3. (Previously Presented) The method of claim 2, wherein receiving information about a customer further comprises augmenting the information with information received from external sources.

Claims 4-5 (Cancelled).

6. (Previously Presented) The method of claim 1, wherein the set of offers is specific to the profile, wherein each offer in the set of offers is selected based on a response forecast, and wherein a response to the offer presented to the customer is used to update the set of offers contained in the response forecast.

7. (Previously Presented) The method of claim 6, wherein the action database contains a history of responses for each offer, wherein the action selection module analyzes the history of responses associated with the profile in selecting an offer from the set of offers.

Claims 8-11 (Cancelled).

12. (Previously Presented) A system for the optimization of a process, comprising:

a customer profiling computer comprising:

a first processor;

a machine readable media for storing a customer profile database containing instructions translatable for causing the customer profiling computer to:

receive information about a customer and a customer need, wherein the information comprises one or more of clickstream data, information directly entered by the customer, and information acquired by an agent; and

match the information about the customer to a profile stored in the customer profile database based on the customer information and one or more of a customer need and a business context; and

an action selection computer, comprising:

a second processor; and

a machine readable media for storing an action database containing a set of offers and a set of instructions translatable for causing the action selection computer to:

select an offer from the set of offers, wherein each offer in the set of offers is unique, wherein the set of offers comprises a plurality of alternative offers associated with the customer need and a business context;

present the offer to the customer associated with a profile;

receive a response to the offer from the customer;

store the response in the action database in the action selection computer;

and

repeat the select, present, receive and store steps for the customer and each of a plurality of customers, wherein an order of selection and presentation of offers differs between the plurality of customers;

determine, by the action selection module, a distribution of customer responses to the set of offers;

analyze, by the action selection module, the distribution of responses to all offers of the set of offers presented to the customers associated with the profile, wherein the analysis identifies an order of selection and presentation of the set of offers that best fits the customer need and the business context for a given profile; and

update, by the action selection module, a selection and presentation order of offers for the set of offers in the action database based on the analysis of the distribution of responses, wherein future offers presented to customers associated with the profile are selected by the action selection module from the updated action database based on the analysis.

Claims 13-16 (Cancelled).

17. (Previously Presented) The system of claim 12, wherein the set of offers is specific to the profile, wherein each offer in the set of offers is selected based on a response forecast, and wherein a response to the offer presented to the customer is used to update the set of offers contained in the response forecast

Claims 18-22 (Cancelled).

23. (Previously Presented) A system comprising:

a customer profiling computer comprising:

a first processor;

a machine readable media for storing a customer profile database;

a customer profiling module stored on the machine readable media;

and

a computer-readable medium having a software program containing a set of instructions for executing by the customer profiling computer, wherein the set of instructions are translatable by the customer profiling module for:

receiving, by the customer profiling module, information about a customer and a customer need, wherein the information comprises one or more of clickstream data, information directly entered by the customer, and information acquired by an agent; and

matching the information about the customer to a profile of a plurality of profiles stored in the customer profile database based on the customer information; and

an action selection computer comprising:

a second processor;

a machine readable media for storing an action database containing
a set of offers;

an action selection module; and

a computer-readable medium having a software program containing
a set of instructions for executing by the action selection computer, wherein the
set of instructions are translatable by the action selection module for:

identifying a set of offers to be presented to a plurality of customers
based on the profile associated with the plurality of customers, wherein each
offer in the set of offers is unique, wherein the set of offers comprises a plurality
of alternative offers associated with the customer need and a business context;

selecting, by the action selection module, an offer from the set of offers;

presenting, by the action selection module, the offer to a customer in the
plurality of customers associated with the profile;

receiving a response to the offer from the customer;

storing the response in the action database in the action selection
computer; and

repeating the selecting, presenting, receiving and storing steps for the
customer and each of a plurality of customers, wherein an order of selection and
presentation of offers differs between the plurality of customers;

determining a distribution of customer responses to the set of offers;

on the computer, analyzing the distribution of responses to all offers of the
set of offers presented to the customers associated with the profile, wherein the

analysis identifies an order of selection and presentation of offers of the set of offers that best fits the customer need and the business context for a given profile; and

updating, by the action selection module, a selection and presentation order of offers of the set of offers in the action database based on the analysis of the distribution of responses, wherein future offers presented to customers associated with the profile are selected by the action selection module from the updated action database based on the analysis.

24. (Previously Presented) The set of instructions of claim 23, wherein the set of offers is specific to the profile, wherein each offer in the set of offers is selected based on a response forecast, and wherein a response to the offer presented to the customer is used to update the set of offers contained in the response forecast.

25-33 (Canceled).

34. (Previously Presented) The method of claim 1, wherein the business context is to maximize profit.

35. (Previously Presented) The method of claim 1, wherein the business context is to maximize revenue.

36. (Canceled)

37. (Previously Presented) The method of claim 1, wherein the offer presented to a customer is selected from the set of offers based on the price, wherein the price is below the customer's willingness to pay.

Claims 38 and 39 (Canceled)

40. (Previously Presented) The method of claim 23, wherein the business context is to maximize profit.

41. (Previously Presented) The method of claim 23, wherein the business context is to maximize revenue.

42. (Previously Presented) The method of claim 23, wherein a set of offers comprises a set of amenities, wherein each offer contains one or more amenities, wherein the distribution of responses is analyzed to determine which one or more amenities maximizes profit.

43. (Previously Presented) The method of claim 23, wherein a set of offers comprises a set of amenities, wherein each offer contains one or more amenities, wherein the distribution of responses is analyzed to determine which one or more amenities maximizes revenue.

44. (Withdrawn) A method comprising:

receiving, by a processor, a set of actions for a first customer profile, each action in the set of actions including a plurality of offers and a plurality of free

amenities corresponding to each of the plurality of offers, and an order of presentation of the plurality of offers differs for each action;

receiving, by the processor, a business context;

receiving, by the processor, information about a plurality of customers and needs of the plurality of customers;

determining, by the processor, that the plurality of customers match the first customer profile;

selecting, by the processor, an action from the set of actions for the first customer profile for presentation to each of the plurality of customers, the selection of the action being based on a vector of proportions defining an allocation of customers across the set of actions;

determining, by the processor, a distribution of responses from each of the plurality of customers to the presented action in the set of actions; and

identifying, by the processor, based on the distribution of responses and accounting for the vector of proportions, an action from the set of actions that best fits the customer need and business context for the first customer profile.

45. (New) The method of claim 1, wherein an order of selection and presentation of offers is an action and different orders of selection and presentation of offers are different actions, and wherein actions selected for the customer and each of a plurality of customers is based on a vector of proportions defining an allocation of customers across the set of actions.